100's/120's Smokers

	Sterling menthol & non-menthol 451 %	Players non-menthol average of 4 & 8 wks after intro 897 %	Players menthol 4 wk 262 %
Unaided Brand Awareness	14	34	39
Total Brand Awareness	38	65	73
Trial	8	32	men-19 / non-men 16 } 32
Share	—	1.3	—

Sterling = 6 wks after introduction

Players menthol = 4 wks after introduction

700
5.9
115.9
12

47

2045600976

Source: https://www.industrydocuments.ucsf.edu/docs/tsxj0004